



Survey Methodology

The East Africa Dairy Development (EADD) project is a regional industry development program implemented by a consortium of partners led by Heifer International. It is currently being piloted in 18 sites in Kenya, 8 in Rwanda and 27 in Uganda. The overall goal of the project is to transform the lives of 179,000 families, or about 1 million people, by doubling household dairy income in 10 years through integrated interventions in dairy production, market access and knowledge application.

This brief presents an overview of the methodology used to carry out a baseline survey for the EADD project in 2008-09. The objective of the survey was to assess the baseline situation of dairy farmers and their communities at the start of the project, and to identify key constraints faced by dairy farmers and market agents and opportunities for overcoming them through targeted project interventions. The study had three components, namely, community, household and market agent surveys. Details are available in the baseline survey report No. 1.

Site selection

Site selection was done by first characterizing the project area into domains based on two criteria: climatic potential and market access. Domains in which the project hubs were located were identified, and at least one site in each domain was selected for the survey. There were three survey sites in Rwanda and five each in Kenya and Uganda. In addition, there were two control sites in Kenya and one each in Rwanda and Uganda (Table 1).

Table 1: Survey and control sites

	Kenya	Rwanda	Uganda
Survey sites	Kabiyet	Bwisanga	Mukono
	Kaptumo	Kabarore	Kakooge
	Soy	Mbare	Bbale
	Siongiroi		Luwero
	Metkei		Masaka
Control sites	Siaya	Nyagihanga	Bumanya
	Kandara		

Sampling

In the absence of a sampling frame (complete list of households in these areas), geographic random sampling was used to select the households to be surveyed. For the market agent survey, snowball sampling was used. Seventy-five households and 20 market agents were sampled per site. Table 2 summarizes the numbers of hubs and households surveyed.

Table 2: Numbers of dairy households and hubs surveyed

	Dairy households targeted by EADD	Project hubs*	Surveyed hubs	Control hubs	Surveyed households
Kenya	110,000	17	5	2	525
Rwanda	24,000	10	3	1	302
Uganda	45,000	15	5	1	450
Total	179,000	42	13	4	1277

* as per original plan

Data collection

Data collection started in September 2008 in Uganda and Rwanda and in October 2008 in Kenya. Additional sites in Kenya were surveyed in July-August 2009 following another round of site selection. The community survey was conducted by use of the participatory rural appraisal (PRA) method, while data for the household and market agent were collected by use of structured questionnaires.

Community survey

In each site, the PRA took about one day with about 20-25 persons from the area around the hub. At each baseline sampled hub, PRAs were conducted at two sub-locations. The PRA was not conducted at the control sites so as not to raise expectation in these sites. The following topics were discussed:

- Community sketch map
- Wealth ranking
- Community livelihoods analysis
- Constraints and opportunities in dairy farming
- Innovation actor analysis
- Livestock breeding and feeds

Household survey

The household survey recorded information on survey sites (country, district, sites and geographic positioning system [GPS] coordinates of the household location); details of the respondent; details of the enumerator; and data quality control procedures followed in the field. The remaining part of the survey was structured into ten sections (see Table 3).

Table 3: Summary of the structure of the household survey

Section	Description	Respondents
A	Household composition and labour availability	All respondents
B	Farm activities and facilities	All respondents
C	Livestock inventory	All respondents
D	Milk production and marketing	All dairy-keeping households
E	Livestock management	All dairy-keeping households
F	Livestock health services	All dairy-keeping households
G	Feeds and feeding module	A third of all respondents
H	Breeding module	A third of all respondents
I	Household welfare	All respondents
J	Interview setting	All respondents

Market agent survey

The market agent survey recorded information on date of interview; establishing whether or not the interviewee is in charge of the business activities; and field level data quality control procedures (e.g. supervisor/enumerator code). The remaining part of the survey was structured into five sections.

The first section recorded general information related to the interviewee (e.g. age, gender, year of schooling, role of the respondent and position in the business). Data related to the location where the interview was conducted were also recorded (e.g. GPS coordinates and whether this was at the business premise or elsewhere), as were business-related details and information on constraints related to financial, transport and organizational matters.

While interviews on the general section were conducted with all business types, the remaining four sections were designed for different categories of business service providers, i.e. feed suppliers; artificial insemination and other animal health service providers; milk traders; and credit providers. These sections were designed so that information would be collected on business constraints and opportunities specific to each category and made available for use in formulating strategies for interventions.

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ILRI is supported by the Consultative Group on International Agricultural Research (CGIAR)



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